

LEADERSHIP PERSPECTIVE: PROJECTION SEGMENT

Ultra-short-throw projectors are transforming both compact Indian homes and the broader pro AV industry. In this feature, P. Sreekumar, Managing Director of Elite Screens, explores how the company's Indian manufacturing facility advances the Make-in-India initiative while addressing the evolving projection screen market needs, competitive growth trends, and professional opportunities over the next five years.



THE PROJECTION SCREEN REVOLUTION: AN EXCLUSIVE CONVERSATION WITH P. SREEKUMAR, MANAGING DIRECTOR, ELITE SCREENS

What are the key advantages for customers and channel partners now that Elite Screens has established a full-fledged manufacturing factory in India?

Elite Screens now has a full-fledged factory in India, reinforcing our commitment to the Indian market through local manufacturing, faster delivery, better customisation, and dedicated after-sales support. This milestone enables us to offer world-class projection screen solutions proudly made in India while maintaining the global quality standards of Elite Screens Inc.

Our India factory currently manufactures all Fixed Frame screens required for the domestic market and also exports to the USA. In addition, our

main manufacturing facility in China produces the complete range of screens, while our newly established factory in Vietnam further strengthens our global production capacity.

What is your professional outlook on the projection screen industry over the next five years, leading up to 2031, in terms of market growth, emerging technologies, competition from large-format displays, and opportunities in home cinema and commercial segments?

The projection screen industry is evolving rapidly, and with technology changing at such a fast pace, it is difficult to predict exactly what products or formats may replace others in the future. However, one clear trend is that the home entertainment

segment will continue to grow strongly through 2031. In this space, the projector and screen combination is expected to play an increasingly important role—not only for watching movies and sports, but also for interactive gaming, sports simulation, and immersive entertainment experiences.

At the same time, some traditional market segments are undergoing transformation. Demand for screens in the educational sector has largely shifted toward interactive flat panels and smart boards. In large venues, conventional projection systems are increasingly being replaced by LED display walls. The requirement for smaller fixed frame screens is also gradually shrinking as consumer preferences evolve.

Today's end customers are far more knowledgeable and quality-conscious than ever before. They are no longer satisfied with simply buying a projector and screen—they are looking for a complete visual and audio experience. This is why demand for acoustic transparent screens continues to rise year after year, as more homeowners seek true multiplex-style home cinema installations with hidden speakers and premium aesthetics.

Looking ahead, innovation will be the key growth driver for the industry. Our R&D team is actively working on new projector and screen combinations designed for emerging applications such as golf simulator screens, outdoor projection screens, ceiling light projection systems, and other lifestyle-oriented solutions.

Overall, while some traditional categories may decline, the future of the projection screen industry remains promising for companies that innovate, adapt to changing customer expectations, and create specialised solutions for next-generation entertainment and professional use.

Projector technology is evolving rapidly—from long throw to short throw, Ultra-Short Throw (UST), and now portable projectors. How have you geared up to adapt to these changing technologies, and what solutions are you offering to meet the evolving needs of the market?

It is quite simple—the projector market cannot sustain itself without screens, and likewise the screen industry depends on the growth of projector technology. Both industries evolve together. Whenever a new projector technology is introduced, we simultaneously develop compatible screen solutions to support it.

For example, with the rapid growth of Ultra-Short Throw (UST) projectors, we already offer a complete range of dedicated UST screen solutions, including Fixed Frame screens, Acoustic Transparent screens, Ceiling Light screens, Motorized Wall-Mount screens, Floor-Up screens, and Dual Projection screens for both front and rear projection applications.

A UST projector combined with a Fixed Frame screen can also be a highly cost-effective alternative to LED displays in restaurants, retail outlets, and commercial spaces where large-format visuals are



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***- P. SREEKUMAR,
Managing Director of
Elite Screens***

required at a lower investment cost.

For the growing portable projector segment, we offer compact Floor-Up screens that create an ideal combination for sales and marketing professionals who need to deliver presentations at client locations. These solutions are also perfect for families seeking an outdoor or portable movie experience.

Our strategy is to stay ahead of projector trends by continuously innovating

and ensuring that every new projection technology is matched with the right screen solution for both commercial and residential users.

What is your view on competition in the market? How do you position yourself against competitors, and how well are your products being accepted by dealers as well as end users?

Competition is a natural part of any growing industry, and we welcome it because it drives innovation and higher standards. However, we believe our strength lies in areas that are not easy to replicate—our marketing strategy, transparency in communication, commitment to delivery schedules, uncompromising quality standards, and prompt after-sales support. These values have helped us build long-term trust in the market. In fact, this can be independently verified through feedback from our network of 1,000+ channel partners across India.

We are also uniquely positioned as the only truly global projection screen brand with not just a direct office presence in India, but also a full-fledged manufacturing plant in the country. Many other international brands are represented only through one or two importers, which limits their local responsiveness, inventory support, and customisation capabilities.

There are also several locally branded products sourced from China in the market. While they may compete on price, they often cannot match the quality, workmanship, consistency, and service standards of our products. That is one of the reasons why many such brands offer only one or two years of warranty, whereas we confidently provide up to a 5-year warranty on our electric screens.

For customers seeking reliable quality at pricing comparable to domestic brands, we also offer our value-focused range under the Akia Screens brand. These products are manufactured in our India plant and marketed at highly competitive prices, with carefully selected sizes and options to suit budget-conscious buyers.

Overall, our acceptance among dealers and end users continues to grow because customers recognise the value of buying from a brand that combines global expertise, local manufacturing, dependable support, and long-term trust.

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